

VISION 2045| PROJECT ENCHILADA

Based on the Downtown Master Plan adopted by the Las Vegas City Council June 15, 2016, Project Enchilada is a public-private collaborative concept for the business of streetscapes, open space, retail development, retail renovation and enhancement of downtown areas that boast great potential.

The boundaries are Main Street to Eastern Avenue and U.S. 95 to Charleston Boulevard. The name Project Enchilada was the working title and concept for this project and its quirky and all-encompassing name has now been adopted as the given name. In short this project is all of downtown, the **WHOLE ENCHILADA**, and it seems to be just the recipe for a more robust and lively downtown community.

PROJECT ENCHILADA: THE PLAN

To begin, Project Enchilada will bring green, open space, illumination and overall stabilization to East Fremont Street from Las Vegas Boulevard to 14th Street. The city of Las Vegas is working in collaboration with the local business owners and land owners to bring a spark of energy and eventually additional commerce to the area.

In some cases restoring the facades to their original luster and in others working with the owners and tenants to understand their future needs, so the infrastructure will be complementary to it.

This “new life” will be achieved by the refurbishing and restoration of some of the nostalgic neon signs in the area, the opening up of the much needed and anticipated green space and restoration of some of the business facades bringing life, energy and vibrancy to the area.

The city of Las Vegas had plans to do this work as part of their natural public works projects, but this will add a twist. The city is working with the owners and tenants, the private sector and non-profit organizations to enhance what is already planned. The city plans to work with the Neon Museum, the Commission for the Las Vegas Centennial, the Historical Preservation Commission and more to ensure history is kept and revered. The hope is the area will become a model for illuminating other pockets of the downtown community.

After the illumination portion of the project happens, some of the leading retail planners in the nation will create a strategic plan for the area to recruitment and retain complementary new business.





NEON Illumination

- Surrounding business outreach
- Stabilization of East Fremont Street from Las Vegas Boulevard to 14th Street
- Intense landscaping upgrades
- Address vacant lots
- Restoration and illumination of the existing building facades
- Restoration of power in the area
- Illumination of building – exterior & interior
- Illumination and reinvention of the alleyways
- NEON sign restoration and illumination

RETAIL STRATEGY:

- Develop retail strategic plan for the area
 - ♦ Actively solicit complementary business for the area
- Activate streetscapes
- Create parks for the area
- Designate the area as an official parade route for the city of Las Vegas
- Build the infrastructure for public transportation, bike routes & pedestrian walkways
- Develop cultural experiences for the area with focus on short distance venues like the Huntridge Theatre